CONTRACT

WLWT
1700 Young Street
Cincinnati, OH 45202
(513)412-5000
www.wlwt.com

Contract / Revision	Alt Order #
941631 /	06230332

Product
AMERICAN CORSSROADS

Contract Dates	Estimate #
10/30/12 - 11/05/12	694

Advertiser	Original Date / Revision
American Crossroads - Issue	10/25/12 / 10/25/12

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	**Account Executive**	**Sales Office**
WLWT	Mica Hansen	HRP -Washingt

Special Handling

Demographic
Adults 25+

IDB#	Advertiser Code	Product Code
	11	27

Agency Ref	Advertiser Ref

And:

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WLWT	11/02/12	11/02/12	11-1135p M-Su	11-1135p		:30			NM	1	$2,000.00
Class of Time - Immediately Pre-emptible without notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/29/12	11/04/12	----1--	1	$2,000.00							
2	WLWT	11/02/12	11/02/12	12-1230p M-F news	12-1230p		:30			NM	1	$500.00
Class of Time - Immediately Pre-emptible without notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/29/12	11/04/12	----1--	1	$500.00							
3	WLWT	11/02/12	11/02/12	2-3p	2-3p		:30			NM	1	$600.00
Class of Time - Immediately Pre-emptible without notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/29/12	11/04/12	----1--	1	$600.00							
4	WLWT	11/02/12	11/02/12	JUDGE JUDY EF	Judge Judy		:30			NM	1	$700.00
Class of Time - Pre-emptible with notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/29/12	11/04/12	----1--	1	$700.00							
5	WLWT	11/02/12	11/02/12	DR OZ EF	4PM-5PM		:30			NM	1	$700.00
Class of Time - Pre-emptible with notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/29/12	11/04/12	----1--	1	$700.00							
6	WLWT	11/02/12	11/02/12	5-6a news	5-6a		:30			NM	1	$200.00
Class of Time - Immediately Pre-emptible without notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/29/12	11/04/12	----1--	1	$200.00							
7	WLWT	11/02/12	11/02/12	530-6p M-F news	530-6p		:30			NM	1	$1,100.00
Class of Time - Immediately Pre-emptible without notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/29/12	11/04/12	----1--	1	$1,100.00							
8	WLWT	11/02/12	11/02/12	6-7a news	6-7a		:30			NM	1	$1,200.00
Class of Time - Pre-emptible with notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							

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Contract Dates	Product	Estimate #
10/30/12 - 11/05/12	AMERICAN CORSSRO/	**694**

Advertiser	Original Date / Revision
American Crossroads - Is	10/25/12 / 10/25/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/29/12	11/04/12	----1--	1	$1,200.00							
9	WLWT	11/02/12	11/02/12	NBC Today Show	7-9a		:30			NM	1	$2,000.00
Class of Time - Immediately Pre-emptible without notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/29/12	11/04/12	----1--	1	$2,000.00							
10	WLWT	11/05/12	11/05/12	11-1135p M-Su	11-1135p		:30			NM	1	$2,000.00
Class of Time - Immediately Pre-emptible without notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	11/05/12	11/11/12	1------	1	$2,000.00							
11	WLWT	11/05/12	11/05/12	12-1230p M-F news	12-1230p		:30			NM	1	$500.00
Class of Time - Immediately Pre-emptible without notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	11/05/12	11/11/12	1------	1	$500.00							
12	WLWT	11/05/12	11/05/12	2-3p	2-3p		:30			NM	1	$600.00
Class of Time - Immediately Pre-emptible without notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	11/05/12	11/11/12	1------	1	$600.00							
13	WLWT	11/05/12	11/05/12	JUDGE JUDY EF	Judge Judy		:30			NM	1	$700.00
Class of Time - Pre-emptible with notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	11/05/12	11/11/12	1------	1	$700.00							
14	WLWT	11/05/12	11/05/12	DR OZ EF	4PM-5PM		:30			NM	1	$700.00
Class of Time - Pre-emptible with notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	11/05/12	11/11/12	1------	1	$700.00							
15	WLWT	11/05/12	11/05/12	5-6a news	5-6a		:30			NM	1	$200.00
Class of Time - Immediately Pre-emptible without notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	11/05/12	11/11/12	1------	1	$200.00							
16	WLWT	11/05/12	11/05/12	530-6p M-F news	530-6p		:30			NM	1	$1,100.00
Class of Time - Immediately Pre-emptible without notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	11/05/12	11/11/12	1------	1	$1,100.00							
17	WLWT	11/05/12	11/05/12	6-7a news	6-7a		:30			NM	1	$1,200.00
Class of Time - Pre-emptible with notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	11/05/12	11/11/12	1------	1	$1,200.00							
18	WLWT	11/05/12	11/05/12	NBC Today Show	7-9a		:30			NM	1	$2,000.00
Class of Time - Immediately Pre-emptible without notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	11/05/12	11/11/12	1------	1	$2,000.00							
19	WLWT	11/03/12	11/03/12	Sa/Su 5-6a News	Sa/Su 5-6a		:30			NM	1	$250.00
Class of Time - Immediately Pre-emptible without notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/29/12	11/04/12	-----1-	1	$250.00							
20	WLWT	11/04/12	11/04/12	Extra Weekend	Extra Weekend		:30			NM	1	$300.00
Class of Time - Immediately Pre-emptible without notice												

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
Week:		Start Date 10/29/12	End Date 11/04/12	Weekdays ------1	Spots/Week 1	Rate $300.00						
21	WLWT	11/04/12	11/04/12	Late News after NFL	Late News		:30			NM	1	$1,500.00
Class of Time - Pre-emptible with notice												
Week:		Start Date 10/29/12	End Date 11/04/12	Weekdays ------1	Spots/Week 1	Rate $1,500.00						
22	WLWT	11/04/12	11/04/12	Late News after NFL	Late News		:30			NM	1	$1,500.00
Class of Time - Pre-emptible with notice												
Week:		Start Date 10/29/12	End Date 11/04/12	Weekdays ------1	Spots/Week 1	Rate $1,500.00						
23	WLWT	11/04/12	11/04/12	Extra Weekend	Extra Weekend		:30			NM	1	$300.00
Class of Time - Immediately Pre-emptible without notice												
Week:		Start Date 10/29/12	End Date 11/04/12	Weekdays ------1	Spots/Week 1	Rate $300.00						
24	WLWT	11/04/12	11/04/12	NFL Pre-Game	NFL		:30			NM	1	$6,000.00
Class of Time - Immediately Pre-emptible without notice												
Week:		Start Date 10/29/12	End Date 11/04/12	Weekdays ------1	Spots/Week 1	Rate $6,000.00						
25	WLWT	11/04/12	11/04/12	NFL Regular Season	NFL		:30			NM	1	$12,000.00
Class of Time - Immediately Pre-emptible without notice												
Week:		Start Date 10/29/12	End Date 11/04/12	Weekdays ------1	Spots/Week 1	Rate $12,000.00						
26	WLWT	11/04/12	11/04/12	Su 9-10a News	Su 9-10a		:30			NM	1	$1,200.00
Class of Time - Immediately Pre-emptible without notice												
Week:		Start Date 10/29/12	End Date 11/04/12	Weekdays ------1	Spots/Week 1	Rate $1,200.00						
27	WLWT	11/01/12	11/01/12	11-1135p M-Su	11-1135p		:30			NM	1	$2,000.00
Class of Time - Immediately Pre-emptible without notice												
Week:		Start Date 10/29/12	End Date 11/04/12	Weekdays ---1---	Spots/Week 1	Rate $2,000.00						
28	WLWT	11/01/12	11/01/12	12-1230p M-F news	12-1230p		:30			NM	1	$500.00
Class of Time - Immediately Pre-emptible without notice												
Week:		Start Date 10/29/12	End Date 11/04/12	Weekdays ---1---	Spots/Week 1	Rate $500.00						
29	WLWT	11/01/12	11/01/12	2-3p	2-3p		:30			NM	1	$600.00
Class of Time - Immediately Pre-emptible without notice												
Week:		Start Date 10/29/12	End Date 11/04/12	Weekdays ---1---	Spots/Week 1	Rate $600.00						
30	WLWT	11/01/12	11/01/12	JUDGE JUDY EF	Judge Judy		:30			NM	1	$700.00
Class of Time - Pre-emptible with notice												
Week:		Start Date 10/29/12	End Date 11/04/12	Weekdays ---1---	Spots/Week 1	Rate $700.00						
31	WLWT	11/01/12	11/01/12	DR OZ EF	4PM-5PM		:30			NM	1	$700.00
Class of Time - Pre-emptible with notice												
Week:		Start Date 10/29/12	End Date 11/04/12	Weekdays ---1---	Spots/Week 1	Rate $700.00						
32	WLWT	11/01/12	11/01/12	5-6a news	5-6a		:30			NM	1	$200.00
Class of Time - Immediately Pre-emptible without notice												

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		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/29/12	11/04/12	---1---	1		$200.00					
33	WLWT	11/01/12	11/01/12	530-6p M-F news	530-6p		:30			NM	1	$1,100.00
Class of Time - Immediately Pre-emptible without notice												
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/29/12	11/04/12	---1---	1		$1,100.00					
34	WLWT	11/01/12	11/01/12	6-7a news	6-7a		:30			NM	1	$1,200.00
Class of Time - Pre-emptible with notice												
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/29/12	11/04/12	---1---	1		$1,200.00					
35	WLWT	11/01/12	11/01/12	NBC Today Show	7-9a		:30			NM	1	$2,000.00
Class of Time - Immediately Pre-emptible without notice												
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/29/12	11/04/12	---1---	1		$2,000.00					
36	WLWT	10/30/12	10/30/12	11-1135p M-Su	11-1135p		:30			NM	1	$2,000.00
Class of Time - Immediately Pre-emptible without notice												
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/29/12	11/04/12	-1-----	1		$2,000.00					
37	WLWT	10/30/12	10/30/12	12-1230p M-F news	12-1230p		:30			NM	1	$500.00
Class of Time - Immediately Pre-emptible without notice												
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/29/12	11/04/12	-1-----	1		$500.00					
38	WLWT	10/30/12	10/30/12	2-3p	2-3p		:30			NM	1	$600.00
Class of Time - Immediately Pre-emptible without notice												
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/29/12	11/04/12	-1-----	1		$600.00					
39	WLWT	10/30/12	10/30/12	JUDGE JUDY EF	Judge Judy		:30			NM	1	$700.00
Class of Time - Pre-emptible with notice												
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/29/12	11/04/12	-1-----	1		$700.00					
40	WLWT	10/30/12	10/30/12	DR OZ EF	4PM-5PM		:30			NM	1	$700.00
Class of Time - Pre-emptible with notice												
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/29/12	11/04/12	-1-----	1		$700.00					
41	WLWT	10/30/12	10/30/12	5-6a news	5-6a		:30			NM	1	$200.00
Class of Time - Immediately Pre-emptible without notice												
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/29/12	11/04/12	-1-----	1		$200.00					
42	WLWT	10/30/12	10/30/12	530-6p M-F news	530-6p		:30			NM	1	$1,100.00
Class of Time - Immediately Pre-emptible without notice												
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/29/12	11/04/12	-1-----	1		$1,100.00					
43	WLWT	10/30/12	10/30/12	6-7a news	6-7a		:30			NM	1	$1,200.00
Class of Time - Pre-emptible with notice												
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/29/12	11/04/12	-1-----	1		$1,200.00					
44	WLWT	10/30/12	10/30/12	NBC Today Show	7-9a		:30			NM	1	$2,000.00
Class of Time - Immediately Pre-emptible without notice												

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/29/12	11/04/12	-1-----	1	$2,000.00						
45	WLWT	10/31/12	10/31/12	11-1135p M-Su	11-1135p		:30			NM	1	$2,000.00
Class of Time - Immediately Pre-emptible without notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/29/12	11/04/12	--1----	1	$2,000.00						
46	WLWT	10/31/12	10/31/12	12-1230p M-F news	12-1230p		:30			NM	1	$500.00
Class of Time - Immediately Pre-emptible without notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/29/12	11/04/12	--1----	1	$500.00						
47	WLWT	10/31/12	10/31/12	2-3p	2-3p		:30			NM	1	$600.00
Class of Time - Immediately Pre-emptible without notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/29/12	11/04/12	--1----	1	$600.00						
48	WLWT	10/31/12	10/31/12	JUDGE JUDY EF	Judge Judy		:30			NM	1	$700.00
Class of Time - Pre-emptible with notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/29/12	11/04/12	--1----	1	$700.00						
49	WLWT	10/31/12	10/31/12	DR OZ EF	4PM-5PM		:30			NM	1	$700.00
Class of Time - Pre-emptible with notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/29/12	11/04/12	--1----	1	$700.00						
50	WLWT	10/31/12	10/31/12	5-6a news	5-6a		:30			NM	1	$200.00
Class of Time - Immediately Pre-emptible without notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/29/12	11/04/12	--1----	1	$200.00						
51	WLWT	10/31/12	10/31/12	530-6p M-F news	530-6p		:30			NM	1	$1,100.00
Class of Time - Immediately Pre-emptible without notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/29/12	11/04/12	--1----	1	$1,100.00						
52	WLWT	10/31/12	10/31/12	6-7a news	6-7a		:30			NM	1	$1,200.00
Class of Time - Pre-emptible with notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/29/12	11/04/12	--1----	1	$1,200.00						
53	WLWT	10/31/12	10/31/12	NBC Today Show	7-9a		:30			NM	1	$2,000.00
Class of Time - Immediately Pre-emptible without notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/29/12	11/04/12	--1----	1	$2,000.00						
N 54	WLWT	11/04/12	11/04/12	NFL Regular Season	NFL		:30			NM	1	$12,000.00
Class of Time - Pre-emptible with notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/29/12	11/04/12	------S	1	$12,000.00						
N 55	WLWT	11/03/12	11/03/12	Notre Dame Football	Notre Dame Footb		:30			NM	2	$4,000.00
Class of Time - Pre-emptible with notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/29/12	11/04/12	-----S-	2	$2,000.00						
N 56	WLWT	11/01/12	11/01/12	Th10-11p	Th10-11p		:30			NM	1	$3,500.00
Class of Time - Pre-emptible with notice												

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American Crossroads - Is	10/25/12 / 10/25/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/29/12	11/04/12	---T---	1	$3,500.00						
N 57	WLWT	10/31/12	10/31/12	W9-10p	W9-10p		:30			NM	1	$5,000.00
Class of Time - Pre-emptible with notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/29/12	11/04/12	--W----	1	$5,000.00						
N 58	WLWT	11/02/12	11/02/12	F10-11p	F10-11p		:30			NM	1	$6,000.00
Class of Time - Pre-emptible with notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/29/12	11/04/12	----F--	1	$6,000.00						
N 59	WLWT	10/30/12	11/02/12	6-630p M-F news	6-630p		:30			NM	3	$5,400.00
Class of Time - Pre-emptible with notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/29/12	11/04/12	-TWTF--	3	$1,800.00						
N 60	WLWT	10/30/12	11/02/12	5-530p M-F news	5-530p		:30			NM	2	$2,200.00
Class of Time - Pre-emptible with notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/29/12	11/04/12	-TWTF--	2	$1,100.00						
N 61	WLWT	11/03/12	11/04/12	Sa/Su 6-7a News	Sa/Su 6-7a		:30			NM	1	$600.00
Class of Time - Pre-emptible with notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/29/12	11/04/12	-----SS	1	$600.00						
									Totals		65	$106,750.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 -11/05/12	65	$106,750.00	$90,737.50
Totals	65	$106,750.00	$90,737.50

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:

I, Stephanie Maroney
do hereby request station time concerning the following issue:

American Crossroads
1401 New York Avenue Suite 1200
Washington, DC 20005
Treasurer: Margee Clancy

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: American Crossroads

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes ☒ No

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For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Treasurer Margee Clancy

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ **a corporation;** ☐ **a committee;** ☒ **an association;** ☐ **or other unincorporated group.**

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ISSUE ADVERTISER

Date	Signature	Contact Phone Number
10/25/12	John Mary	703-299-1760

TO BE SIGNED BY STATION REPRESENTATIVE

☐ **Accepted** ☐ **Accepted in Part** ☐ **Rejected**

Signature	Printed Name	Title

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